

Pelham Summerfest 2014 Committee Meeting

March 18, 2014 – Council Chambers, 4:30 pm

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> • Welcome – Councillor Gary Accursi • Bea Clark, Pelham Active Transportation Committee, Chair • Todd Barber, Chair, Downtown Beautification Committee • John Wink, Past Chair, Pelham Business Association • Kathleen Goodman, Director with Welland/Pelham Chamber of Commerce • Vickie vanRavenswaay, Director of Recreation, Culture & Wellness • Sally Jaeger, Admin. Assistant, Recreation, Culture & Wellness • Natalie Stickle 	<p>In attendance:</p> <p>Gary Accursi Sally Jaeger John Wink Todd Barber Bea Clark Kathleen Goodman (5:10 pm)</p> <p>Regrets:</p> <p>Vickie vanRavenswaay Natalie Stickle</p>	
<p>1. Additions to the Agenda</p>	<p>Website review</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as amended Moved by: John Seconded by: Bea CARRIED</p>	
<p>3. Approval of Minutes</p>	<p>Minutes of Mar 11/14 approved as circulated Moved by: Bea Seconded by: Todd CARRIED</p>	

<p>4. Media/Promotion – Magnet creative, rack cards, billboard/Biz Magazine partnership</p>	<p>Committee reviewed the new creative colours for the magnets – original design with yellow & orange “punched up” is what Committee prefers</p> <p>Rack card text was reviewed – images & events need to be updated</p> <p>Billboard & Biz Magazine – potential partners include Town, Canada Day, Supper Market, Band Shell, Farmers’ Market: “Summer in Pelham” - idea was presented at Council – they are on board but not clear if they will partner – billboard for 2 months would be good</p> <p>Additional advertising – Along the Lakeshore not a good fit – get more info on Summer Activity Guide</p>	<p>Sally to contact Natalie</p> <p>Sally to do draft & circulate to members</p> <p>Gary to speak to Ana to find out Town’s direction</p> <p>Sally to contact Natalie</p>
<p>5. Consideration of Beer Provider</p>	<p>John has confirmed, with Joris, services etc. to be provided by Labatts. Significant benefit is provision of summer reps to assist on a daily basis. Use of reefer truck for 4 days would be ideal. Motion to accept Labatts for beer provision made by Bea, seconded by Todd, CARRIED . Committee would like to enter into contract/agreement</p>	<p>John to check on possibility of 4th day for reefer truck with Joris.</p> <p>Sally to check with Mara to see if we have an agreement from previous years - to be reviewed at next meeting</p>
<p>6. Other Business:</p>	<p>Website review – Deferred to next meeting</p>	<p>Todd will bring print outs to next meeting</p>

	<p>Brainstorming:</p> <p>Beer & Wine Garden set up –Todd looking at creative ways to improve beer & wine serving area, signage etc.</p> <p>Meeting with service groups now we have a provider is recommended</p> <p>DJ for Friday night reconsidered – live band(s) preferred</p> <p>Sponsor Update – Dr. Albanese is back on board – considering the level</p> <p>Scotiabank should be good for Thursday night serving; Friday night Committee will try to cover – Town Staff, volunteers, Labatt staff</p> <p>Consider firefighters for First Aid Station rather than St John Ambulance – chance for community involvement etc.</p> <p>Use of inflatable arches to draw people through to Peace park; relocate ball hockey back to Pelham Town Square</p>	
<p>7. Next Meeting:</p>	<p>Tuesday, March 25 at 4:00 pm</p> <p>Website review</p> <p>Art Show??</p>	
<p>8. Adjournment</p>	<p>Meeting adjourned at 5:40 pm</p>	